

ORDER

Orders
Order / Rev: 6400799
Alt Order #: 06400799
Product Desc: 60 PLUS ASSOCIATION
Estimate: 11
Flight Dates: 11/01/12 - 11/05/12
Original Date / Rev: 10/31/12 / 10/31/12
Order Type: GENERAL

WDJT-TV-LP
Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency
Name: Mentzer Media Services
Buying Contact: Elise Cloyd
Billing Contact:
 600 Fairmount Ave. #306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Issue/60 Plus Association
Demographic: A35+
Product Codes: PL Issue
Priority: P-1
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	19	\$54,500.00	\$46,325.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	19	\$54,500.00	\$46,325.00	0.00
Totals	19	\$54,500.00	\$46,325.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	25%	\$54,500.00
Market	100%	\$218,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	28%	\$61,040.00
WITI	29%	\$63,220.00
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	18%	\$39,240.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	11/01/12	11/02/12	Dr. Phil 4p-5p	CM	4p-5p	---TF--	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
				Dr. Phil 4p-5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2				\$1,000.00		0.00			
E 2	WDJT	11/01/12	11/02/12	Jeopardy 6p-630p	CM	M-F 6p-630p	---TF--	:30	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
				8p-630p/Jeopardy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2				\$3,000.00		0.00			

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Advertiser: Issue/60 Plus Association
 Product Desc: 60 PLUS ASSOCIATION
 Estimate: 11

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	11/01/12	11/02/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	---TF--	:30	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	---TF--		2			\$3,000.00	0.00					
E 4	WDJT	11/01/12	11/04/12	M-F 5pm News M-F 5pm News	CM	5p-530p	---TF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
E 5	WDJT	11/01/12	11/04/12	M-F Late News M-F Late News	CM	10p-1035p	---TF--	:30	4	\$2,500.00	P-1	0.00	NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	---TF--		4			\$2,500.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WDJT	10/29/12-11/04/12		M-F Late News		10p-1035p	---ThF----	:30		(\$2,500.00)		0.00	NM		
See MG 5.5,5.6															
3	WDJT	10/29/12-11/04/12		M-F Late News		10p-1035p	---ThF----	:30		(\$2,500.00)		0.00	NM		
See MG 5.5,5.6															
5	WDJT	10/29/12-11/04/12		Sat Late News		10p-1035p	-----Sa--	:30		\$2,500.00		0.00	NM		
Ⓜ MG for 5.1,5.3															
6	WDJT	10/29/12-11/04/12		Sun Late News		10p-1035p	-----Su	:30		\$2,500.00		0.00	NM		
Ⓜ MG for 5.1,5.3															
E 6	WDJT	11/02/12	11/02/12	Fr 9p - 10p Blue Bloods	CM	9p - 10p	----1--	:30	1	\$15,000.00	P-1	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/29/12	11/04/12	----1--		1			\$15,000.00	0.00					
E 7	WDJT	11/05/12	11/05/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	1-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	11/05/12	11/11/12	1-----		1			\$1,000.00	0.00					
E 6	WDJT	11/05/12	11/05/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	1-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	11/05/12	11/11/12	1-----		1			\$3,000.00	0.00					
E 9	WDJT	11/05/12	11/05/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	1-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	11/05/12	11/11/12	1-----		1			\$3,000.00	0.00					
E 10	WDJT	11/05/12	11/05/12	M-F 5pm News M-F 5pm News	CM	5p-530p	1-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	11/05/12	11/11/12	1-----		1			\$1,500.00	0.00					
E 11	WDJT	11/05/12	11/05/12	M-F Late News M-F Late News	CM	10p-1035p	1-----	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	11/05/12	11/11/12	1-----		1			\$2,500.00	0.00					
Totals														19	\$54,500.00